

Why do people sleep?

Remember the morning you woke up with a feeling that you really had been sound asleep all night? Never felt so well before! Nor looked so fresh and rested—nor got things done so easily.

IT WAS the deep sleep that did it. Nothing keeps us looking so young or feeling so vigorous as enough deep, restful sleep—every nerve and muscle relaxed.

Do you ever really relax?

The chances are you don't.

No matter what you do to bring sleep, you will never sleep sound unless your bed invites perfect relaxation. Most beds have a loose joint that squeaks or rattles. Even a slight noise sets your nerves on edge.

There is not a person anywhere but will sleep better for doing away with the old wooden bed or loose-jointed noisy metal bed and getting a Simmons Metal Bed.

Why the Simmons Bed?

Thousands who for years have been "light sleepers"—waking at every sound—sleep the night through on a Simmons Bed.

The Simmons Metal Bed is strong and rigid where the average bed is weakest—in the corner locks.

These are some of the Simmons basic patents—the pressed steel corner locks—they have much longer locking surfaces than you find in the average bed. In fact, it is the pressed steel corner locks that have made possible the Simmons new Three-piece Bed—the spring made in a single unit with the side rails.

The Simmons Company of Kenosha, Wisconsin, San Francisco, California, Newark, New Jersey and Montreal, Canada, has been specializing for two generations in making the best metal beds that can be produced.

And what is more, Simmons Beds are produced complete by the Simmons Organization.

Every item, every detail made straight-

forward from the bulk metal under the Simmons roof—tubing, corner lock, fittings and springs; all the processes of forging, rolling, machining, brazing, grinding, polishing, finishing—to the last final touch of enamel or lacquer.

Simmons styles are good. Whatever your bedroom decoration scheme, there is a Simmons Bed that "belongs."

The tubing generous, massive—never skimpy or weak.

Beautifully finished. Lacquer perfect. Enamel free from pin-holes, blisters and lumps—clear and smooth.

Don't Blame Your Mattress for the Faults of Your Spring!

Not even a Simmons Bed can help you much if your spring is slack or weak—if it sags so that you roll down into a hollow.

Even a slight sag throws a strain on the muscles of your body.

And you're very lucky indeed if your spring never creaks, never knocks or rattles, just when you finally snuggle down to sleep!

The strange part of it is that you may not be conscious of waking. But your nervous system has been half awake a good part of the night.

Small wonder if you feel all fagged out in the morning!

How Simmons Springs are Built for Sleep

Long ago, this company realized that a good spring is quite as essential to sleep as a good bed.

Simmons Springs are built for sleep.

A good spring! Taut but elastic—never slack.

A spring so designed and constructed that it makes a flat, resilient foundation for the mattress.

A spring that gives to the contours of the body—supports the spine and muscles in any sleeping position—invites relaxation and promotes natural, restful sleep.

A spring that fits four-square and firm on the bed—that does not creak, knock or rattle.

Simmons Springs are designed on scientific principles—and built right.

Where your ordinary spring is made of tinned fabric, apt to rust and stain the bedding—Simmons Fabric Springs are electro-plated, long-wearing and rust-proof.

See a Simmons Spring in with a group of various makes and your eye will pick it out immediately by the sturdy look.

You will rate its smooth finish—no corners or loose ends to tear the bedding.

You will be surprised to find that Simmons Springs cost little if any more than ordinary springs. They are worth more—much more.

You can identify Simmons Springs by the Simmons Company name displayed on the end rail of each spring.

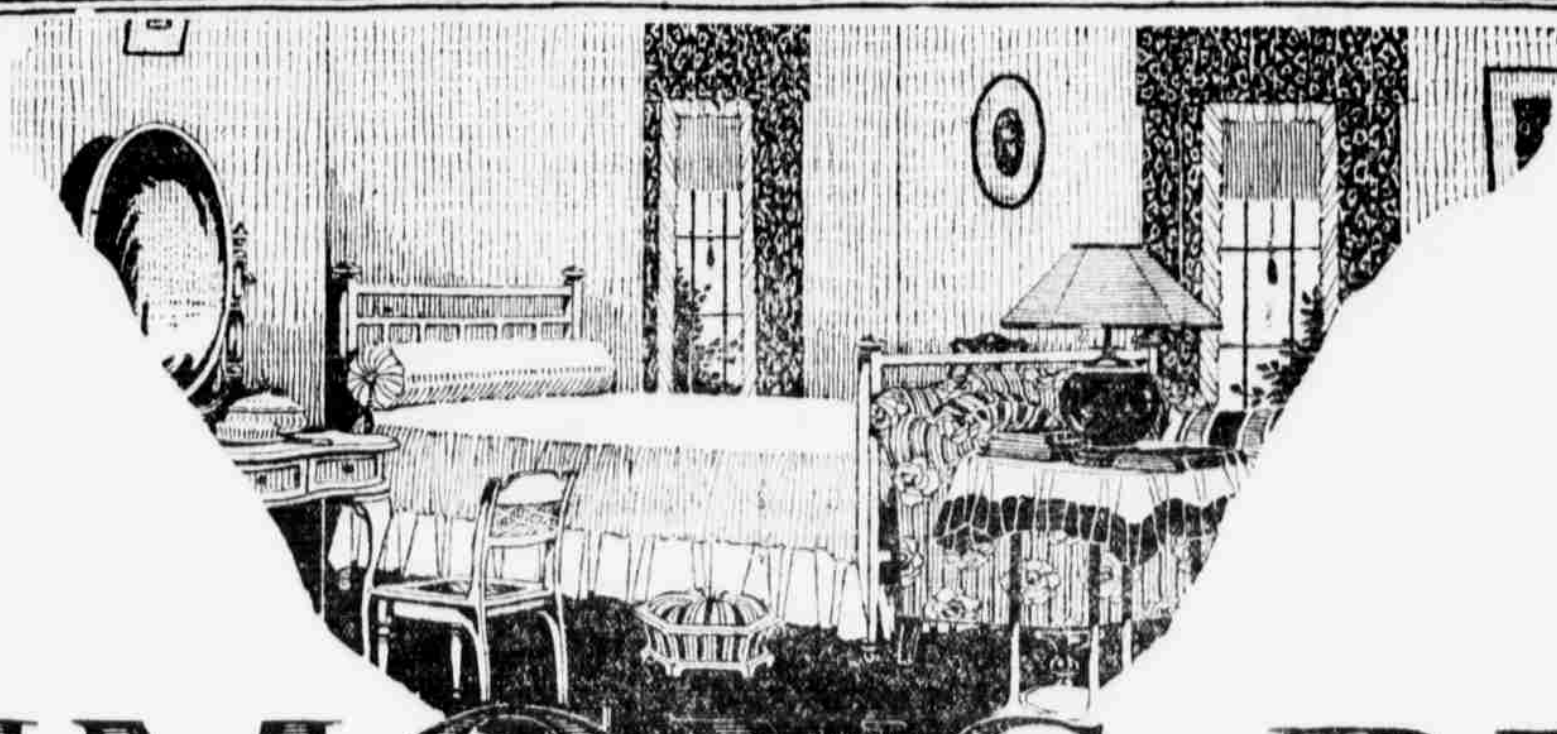
These remarkable springs are not sold by every dealer in furniture. But you will see them in the leading stores of your community—the house-furnishing, department and general stores where you would expect to find first class goods.

It will pay you to find one of these quality-merchants. We shall be glad to tell you their names.

San Francisco, Cal. Newark, N. J.
Montreal, Canada

SIMMONS COMPANY
Kenosha, Wisconsin

New York City
Brooklyn



SIMMONS BEDS

Built for Sleep